27-11-2019 Mcom-II Sem III. Alcs.



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057 CLASS TEST

Class: M.Com.: Part II – Semester III
Sub: ADVANCED COST ACCOUNTING

| Da | te: Ma | x Marks: 40 | Time: 90 minutes |
|-------------------------|---|--------------------------------|------------------|
| Supervisor's Sign& Date | Sea | nt No. in Figures | |
| | in v | words | |
| Marks in Figur | res in Words in Words | Sign of the Examiner _ | |
| Instructions: | (1) All questions are compulsory.(2) Figures to the right indicate full mark(3) Question No.1 and 2 to be solved on | | |
| Q:1 A. M | ultiple Choice Questions (Any 5 out of 8 | 3): | 05 |
| Q.1 A. WI | Sales revenue – controllable variable co | ost = | |
| - - | a) No cost | b) Controllable fixed cost | |
| | c) Uncontrollable variable cost | d) Selling expenses | |
| 2. | Responsibility accounting focuses on | centres. | |
| | a) Financial Accounting | b) Cost Centre | |
| | c) Responsibility Accounting | d) Production | |
| 3. | Responsibility centres are also known a | s centres. | |
| | a) Expense Centre | b) Cost Centre | |
| | c) Accounting Centre | d) Revenue Centre | |
| 4. | Segment profit contribution = controlla | ble segment margin | |
| | a) Total Revenue | b) Total Revenue | |
| | c) Segment Revenue | d) Segment Cost | |
| 5. | A unit whose manager is solely resp | onsible for generating revenue | e is known as |
| | a) Accounting Unit | b) Cost Centre | = |
| | c) Cost Control | d) Production Unit | |
| 6. | Allotment of whole item of cost to cos | t centre is known as | |
| 0. | a) Financial Accounting | b) Cost Centre | 27-2 |
| | c) Responsibility Accounting | d) Production | |

| | 7. | Bad Debt is an examp | le of over | heads. | |
|-----------|-----------------|---|-----------------------|--|----|
| | | a) Financial Cost | | b) Factory Overheads | |
| | | c) Selling Overheads | | d) Production Overheads | L1 |
| | 8. | means cha | arging of overhead | s to cost units. | |
| | | a) Absorption | All III | b) Allocation | |
| | | c) Apportionment | | d) Allotment | |
| | | | | 8 u | |
| Q:1 | B. Sta | ate whether the followi | ing statements are | e True or False (Any 05): | 05 |
| | 1. | Factory overheads inc | cludes all production | on cost other than direct material. | |
| | 2. | Variable Overheads v | aries with time. | | 22 |
| | 3. | Cost of indirect mater | rial is apportioned | to various department. | |
| | 4. | When amount of over profit and loss accour | | tion is quite high, it is transferred to costing | |
| | 5. | Rent is not included in | n cost when premi | ses are owned by company. | |
| | 6. | Apportionment of ov or cost unit. | erheads is the allo | tment of whole items of cost to cost centres | |
| | 7. | The word 'allocation' | , 'apportionment' | and 'allotment' have same meaning. | |
| | 8. | The manager of rev product. | venue centre has | the authority to establish selling price of | |
| Q:2 1. | Expla Cost C | in the terms (any 5 ou entre | | | 10 |
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| 2. | Responsibility Centre | ÷ | ⊕ 18 | | u ^u |
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| 3. | Profit Centre | | e g | 2 | |
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| 4. | Investment Centre | | | | |
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| 5. | Overheads | | | | |
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| Fixed Production Overheads | | | 0 | 27 | | 0 |
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Answer the following (Any two out of three): Q:3

1. AK Ltd is divided into four departments, P, Q, R as production department and T as service department. Following is actual cost data for given period.

Power= Rs.9000 Supervision = Rs.1500 Plant Depreciation = Rs.4500 Rent = Rs.10000 Stock Insurance = Rs.5000 Light = Rs.1000 Repairs to plant = Rs.6000 | Workers Insurance = Rs.15000

Apportion the cost of the various departments by most equitable method.

| Particulars | Departments | | | | | |
|-------------------------|-------------|-------|-------|-------|--|--|
| | P | Q | R | T | | |
| Area (sq. Ft) | 1500 | 1100 | 900 | 500 | | |
| No of Employees | 20 | 15 | 10 | 15 | | |
| Horsepower of Machinery | 800 | 500 | 200 | - | | |
| Total Wages | 60000 | 40000 | 30000 | 20000 | | |

| Value of Plant | 240000 | 180000 | 120000 | 60000 |
|----------------|--------|--------|--------|-------|
| Value of stock | 150000 | 90000 | 60000 | - |
| Light Points | 40 | 30 | 20 | 10 |

2. KC Ltd has four division P, E, S, T. Calculate annual return and residual income

| Particulars | P | E | S | T |
|-----------------|-----------|-----------|-----------|-----------|
| Total Assets | 12,00,000 | 10,00,000 | 14,00,000 | 18,00,000 |
| Total Sales | 20,00,000 | 30,00,000 | 36,00,000 | 28,00,000 |
| Total Cost | 18,00,000 | 27,00,000 | 33,60,000 | 26,00,000 |
| Cost of Capital | 14% | 18% | 16% | 10% |

- 3. Give Two Examples of Overhead Apportioned on following basis
 - a) Area
 - b) Number of Workers
 - c) Value of Assets
 - d) Direct Wages
 - e) Direct Material

| Write your answers of Q:3 here: | |
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2.6-11-2019 Man II Sem III



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057 CLASS TEST

Class: M.Com.: Part II – Semester III
Sub: ADVANCED FINANCIAL ACCOUNTING

| - D | ate: | Max Marks: 40 | Time: 90 minutes | |
|-------------------------|--|--|------------------------|--|
| Supervisor's Sign& Date | | Seat No. in Figures | | |
| | | in words | | |
|): | | | | |
| Marks in Figu | res in Words Q:1 Q:2 Q:3 Total | Sign of Exami | the iner | |
| Instructions: | (1) All questions are compulsor | ry. | | |
| | (2) Figures to the right indicate | full marks. | | |
| | (3) Question No.1 and 2 to be | solved on the Question Paper itself. | | |
| | | ative from those given below (Any 5 | , | |
| 1. | The exchange difference arising Account. | due to import of raw material is tra | nsterred to | |
| | a) Purchase | b) Trading | | |
| | c) Profit & Loss | d) Supplier | <u> </u> | |
| 2. | The first item on Asset side of the | Balance Sheet of a Co-operative Socie | ety is | |
| | a) Fixed Assets | b) Investments | | |
| | c) Cash in hand | d) Deposits | | |
| 3. | The balance in receivable as on t | he date of Balance Sheet is converted | at rate on the date of | |
| | a) Goods Sold | b) Balance Sheet | | |
| | c) Subsequent payment | d) First recovery | | |
| 4. | On 1 st January 2019, XYZ Ltd in received on 1 st March 2019. The exchange rate was: | nvoiced goods to its USA client for \$ | 10,000 payment was | |
| | 1^{st} January 2019 : \$ 1 = Rs. 70, 1^{s} | ^t March 2019 : \$ 1 = Rs. 71. | | |
| | a) Rs 20,000 | b) Rs 10,000 | | |
| | c) Rs 15,000 | d) Rs 25,000 | g 10 | |
| 5. | Non- monetary items are valued a | ıt• | | |
| | a) Market Price | b) Current Price | | |
| | c) Historical Cost | d) Fluctuating Price | | |

| | 6. | A Co-operative form of Organisation is base | ed on the principle of | |
|-----------|--------------------|---|---|------------|
| | | a) Democracy | b) Autocracy | [<u>-</u> |
| | | c).Unity | d) Team Spirit | |
| | > 7. | In Consumors' Co oppositive Societies | 0/ 0 | |
| | · /. | In Consumers' Co-operative Societies Equalisation Reserve. | % of net profit is transferred to Dividen | d |
| | | a) 2 | b) 25 | |
| | | c) 10 | d) 20 | |
| | 8. | The provisions regarding the audit of a co operative societies Act are contained in | -operative society under Maharashtra State Co |)- - |
| | | a) Section 79 | b) Section 81 | |
| | | c) Section 32 | • | |
| | | C) Section 32 | d) Section 70 | |
| | | | 1 | |
| Q:1 | R Sta | ate whether the following statements are | Two as Eslas (A = 05) | |
| | 1. | Closing rate is the rate of exchange at the bal | ance sheet date. | 05 |
| | 2. | Reporting Currency is the currency used in p | resenting the financial statements. | |
| | 3. | AS 11 classified foreign branches into integr | al and non-integral foreign operations. | |
| | 4. | Housing Society is formed to provide houses | to its members. | |
| | 5. | Balance Sheet of a Co-operative Society show | uld be prepared in Form N. | |
| | 6. | A Co-operative Society can pay dividend exc | ceeding 25%. | |
| | 7. | Any goodwill or capital reserve arising on this translated at the opening rate. | e acquisition of a non-integral foreign operation | |
| | 8. | Under the Maharashtra Co-operative Societ member. | ies Act, a nominal member is not treated as ε | n |
| Q:2 1. | Explain Auditor | n the terms (any 5 out of 8): (Rule 69) as per The Maharashtra Co-operativ | e Societies Act | 10 |
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| 2. | Apex Society |
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| 3. | Consumer Society |
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| 4. | Working Capital |
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| 5. | Mention any two indications of Non-integral foreign operations |
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2. Yamaha Ltd has a branch in USA. Trial Balance of the Branch as on 31st March 2019 was as below:-

| Particulars | Dr. \$ | Cr. \$ |
|-------------------------|--------|----------|
| Head Office Account | - | 17,000 |
| Sales | _ | 1,22,000 |
| Goods from Head Office | 88,000 | 1 ' |
| Stock on 1st April 2018 | 17,000 | _ |
| Furniture | 18,000 | |
| Cash in Hand | 500 | |
| Bank Balance | 2,500 | - |
| Salaries | 5,600 | |

| 2. | Apex Society |
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| 3. | Consumer Society |
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| 4. | Working Capital |
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| 5. | Mention any two indications of Non-integral foreign operations |
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| - | nswer the followin | | | | | | _ |

2. Yamaha Ltd has a branch in USA. Trial Balance of the Branch as on 31st March 2019 was as below:-

| Dr. \$ | Cr. \$ |
|--------|----------|
| _ | 17,000 |
| | 1,22,000 |
| 88 000 | 1,22,000 |
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| | Dr. \$ |

| Rent | , fair | . 00 | | 2,400 | © , - |
|----------------------|--------|------|-------|----------|----------------------|
| Insurance | 2 | | 37 | 300 | n w w s e |
| Outstanding Expenses | * e | | .• | - | 1,600 |
| Sundry Debtors | of | 60 | 57.00 | 6,300 | = |
| | | | | 1,40,600 | 1,40,600 |

The branch account in head office shows a debit balance Rs. 8,30,000 and goods sent to branch credit balance of Rs. 52,18,000.

Depreciate furniture @ 10% p.a.

Stock at Branch 31st March 2019 was \$15,000

Furniture was purchased in 2015 when 1\$ = Rs 65

Exchange rates were:-

On 1st April 2018

1\$ = Rs 68

On 31st March 2019

1\$ = Rs 70

Average Rate

1\$ = Rs 69

You are required to prepare Branch Trial Balance by converting in Rupees

3. From the following Trial Balance of Margav Co-operative Purchase and Sales Society Ltd as on 31st March 2019, prepare Trading, Profit & Loss Account for the year ended 31st March 2019 and Memorandum Profit & Loss Appropriation Account (plan for disposal of surplus) for the year ended 31st March 2019.

Trial Balance

As on 31st March 2019

| Particulars | | Debit (Rs) | Credit (Rs) |
|--------------------------------|-------|-------------|--------------|
| Share Capital | | - | 6,72,000 |
| Reserve Fund | | - | 1,20,000 |
| Creditors | | Ē. | 80,000 |
| Profit & Loss A/c (01.04.2018) | | - | 3,52,000 |
| Opening Stock | | 7,84,000 | - |
| Furniture and Equipments | | 2,48,000 | - |
| Container Deposit | | 64,000 | Ē |
| Salaries | | 6,00,000 | - |
| Sundry Debtors | | 1,20,000 | - |
| Commission | | 1,76,000 | 2 |
| Rent and Taxes | | 1,20,000 | - |
| Travelling and Conveyance | | 52,000 | ≅ |
| Printing and Stationery | | 28,000 | ž |
| Admission Fees | | | 4,000 |
| Purchases | | 1,26,80,000 | = |
| Freight Charges | | 3,20,000 | ë |
| Investments | | 4,80,000 | - |
| Sales | | - | 1,52,40,000 |
| Bank Balance | 45 | 8,12,000 | - |
| Development Fund | | - | 16,000 |
| | Total | 1,64,84,000 | 1,64,84,000 |

Adjustment:

- a) Closing Stock is valued at Rs. 8,80,000.
- b) Outstanding Rent Rs. 8,000 and Commission Payable Rs. 40,000.
- c) Rs. 16,000 Salary was paid as advance as on 31.03.2019.
- d) Accrued Income on Investment Rs. 40,000.
- e) Provide 10% depreciation on Furniture and Equipments

| Write your answers of Q:3 here: | | ě. | |
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Internal Exam Library 25-11.2019



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057 CLASS TEST

Class: M.Com.: Part II – Semester III
Sub: DIRECT TAXATION

| D | Date: | Max Marks: 40 | Time: 90 minutes |
|----------------------------|---|--|----------------------|
| Supervisor's Sign& Date | | Seat No. in Figures in words | |
| Marks in Figu | ures in Words Q:1 Q:2 Q:3 Total | | of the miner |
| Instructions | (2) Figures to the right indicate | | lf. |
| Q:1 A. M 1. | Multiple Choice Questions (Any 5 Residential status is to be determa) Previous year | | . 05 |
| | c) Accounting year | d) Calendar year | |
| 2. | Children Education Allowance children a) Rs 400 c) Rs 200 | is exempt per month per child u b) Rs 300 d) Rs 100 | up to a maximum of 2 |
| 3. | Share of profit received by part a) Income from Salaries c) Income from Business | | |
| 4. | Standard Deduction under secti a) 40% of NAV c) 30% of GAV | on 24 from Income from House b) 40% of GAV d) 30% of NAV | Property is |
| 5. | Capital gains arises from the tra a) Any asset c) Any intangible asset | b) Any fixed asset d) Any capital asse | 1 1 |
| 6. | Gift received by an individual last a) Fully exempt c) Exempt upto Rs 50000 | Rs 60000 from his relative shall be be a factor of the best bully taxable defends a factor of the best bull be be determined by the best bull but be determined by the best bull but | |

| | 7. | Dividend received by Credit Co-operative Society is | | |
|-----------|---------------|--|-----------------------------------|-----|
| | | a) Fully exempt u/s 10 b) Fully | taxable | |
| | | c) Partly taxable d) Partly | exempt | |
| | 8. | Salary received by a Manager of Agricultural Farm is | A | |
| | ٥. | a) Fully exempt b) Fully | taxable | |
| | | u/I uii j tiitii j | taxable | |
| | | cy runny champs | | 100 |
| | | True or Fe | Ico (Any 05): | 05 |
| Q:1 | B. Sta | ate whether the following statements are True or Fa Income earned in 1 year (assessment year) is taxed in | the next year (previous year). | |
| | | | *** | |
| | 2. | The deduction can be claimed only by non-governme Allowance | ent employees for Entertainment | |
| | 2 | For determining the residential status, it is necessary | essary that the stay should be | [] |
| | 3. | continuous. | * | |
| | 4. | Income tax and Wealth Tax is disallowed expenditur | e. | |
| | 5. | Taxes imposed on one person but collected by son taxes. | ne other person are called direct | |
| | 6. | For a property situated outside India, Municipa Authority cannot be claimed as a deduction. | 1 Tax levied by foreign Local | |
| | 7. | Salary is taxable either on due basis or receipt basis | whichever is later. | |
| | 8. | Interest payable outside India without deduction allowable expenditure. | of tax at source shall not be an | |
| Q:2 1. | Expl: What | ain the terms (any 5 out of 8): t is previous year? | | 10 |
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| Explain deduction of entertain | idential status of HUF? | acome from Salaries. | |

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| A new business was set unhe first previous year in | up on 12/12/2018 and ithis case? | t commenced it | s business f | rom 13/12 | 2018. What will b |
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| Explain pre-acquisition i | interest in case of Incom | me from House | Property. | | |
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. Mr. Suresh who is an Indian citizen returned to India on 1st July 2018 after going for employment purposes. He left India on 26th December 2018. Prior to 01/04/2018, he was in India for more than 365 days during the preceding four years 2014-15 to 2017-18. What is his residential status for the assessment year 2019-20?

2. Dr. Manisha Sabnis, a medical practitioner, provides you the following profit and loss account for the

year ended 31/03/2019:

| Particulars | Rs | Particulars | Rs |
|------------------------------|--------|------------------------------|--------|
| To salaries to staff | 54000 | By consultation fees | 260000 |
| To rent | 36000 | By visiting fees | 30000 |
| To purchase of medicines | 28000 | By winnings from horse races | 10000 |
| To telephone expenses | 12000 | By sale of medicines | 30000 |
| To printing and stationery | 11500 | | W 1 |
| To donations | 2500 | | |
| To books and periodicals | 11800 | | |
| To LIC premium | 1200 | | |
| To income tax | 3000 | ** | |
| To paid to LIC – Jeevandhara | 20000 | | |
| To net profit | 150000 | | |
| Total | 330000 | | 330000 |

Following additional information is provided:

- a) Visiting fees include Rs 10000 received as gift from father
- b) Entire stock of medicines has been utilized
- c) Half of the rent is attributable towards residence

d) Rs 2300 printing charges are incurred for printing wedding cards of his daughter.

Compute on the basis of the above information Dr. Vinayak's taxable income for the Profession for assessment year 2019-20.

3. Mr. Nandanwan owns a house property Indraprastha situated at Delhi. He gave the following particulars for A.Y. 2019-20:

| Particulars | Rs |
|---|-------|
| Rent Received | 36000 |
| Municipal Valuation | 31000 |
| Municipal taxes borne by the tenant | 4000 |
| Land revenue (outstanding) | 1000 |
| Insurance premium | 2400 |
| Interest paid to SBI on amount borrowed on mortgage of property (loan was | 12400 |
| taken for purchase of motor car) | |
| Collection charges | 900 |

Compute his Income from House Property.

| e your answers of Q | | | |
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PARLE TILAK VIDYALÁYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057 CLASS TEST

Class: M.Com.: Part II - Semester III

Sub: ENTREPERUNERIAL MANAGEMENT

| [| Date: | Max Marks: 40 | Time: 6:00 p.m. – | 07:30 p.m. |
|----------------------------|--|--|--------------------------|------------|
| Supervisor's Sign& Date | | Seat No. in Figures | | |
| | | in words | * | 9 |
| Marks in Fig | ures in Words Q:1 Q:2 Q:3 Total | 5 | Sign of the Examiner | |
| Instructions | (1) All questions are compulsory. (2) Figures to the right indicate full (3) Question No.1 and 2 to be solve | | itself. | |
| Q:1 A. F 1. | ill in the Blanks (Any 5): is the process of creating so a) Project management c) Project formulation | mething new and assuming b) Entrepreneurs d) Project identif | hip | 05 |
| 2. | skill is used to measur a) Financial skill c) Management skill | re risk. b) Human relatio d) Diagnostics sk | | |
| 3. | Self-employed involves a) Full time c) Personal | involvement. b) Part time d) Seasonal | - | |
| 4. | The success of business largely depend a) Proper planning c) Proper control | b) Proper execution d) Proper diagno | | |
| 5. | In order to build your own enterprise y a) Financial plan c) Business plan | ou have to start with b) Capital plan d) Marketing pla | | |
| 6. | a) Openness c) Result and reward | epreneurial culture. b) Work life bala d) All of these | ance | |

| | 7. | · organisation stru | cture suitable for large and complex organisation. | |
|-----|--------|---|--|----|
| | | a) Tall | b) Flat | |
| | | c) Simple | d) None of these | |
| | 8. | theory empha | sis on internal locus of control. | |
| | 0. | a) Achievement | | [] |
| | | c) Personal Resourcefulness | b) Innovation | |
| | | c) reisonal Resource unless | d) David Mc Clelland | |
| Q:1 | B. Sta | ate whether the following stat | ements are True or False (Any 05): | 05 |
| | 1. | The main objective of social | entrepreneurship is to earn profit. | |
| | 2. | Role models are political infl | uence for the growth of entrepreneurship. | |
| | 3. | Culture, Entrepreneurial cultu | are and administrative culture are same. | |
| | 4. | Need for achievement refers t | to the need for personal accomplishment. | |
| | 5. | Entrepreneurship is multidim | ensional. | |
| | 6. | An entrepreneur need not be | a good administer. | |
| | 7. | A person can become a profe | ssional manager by acquiring knowledge. | |
| | 8. | In developed nations the envi | ronment is most ideal for entrepreneurship. | |
| Q:2 | A | on one fire of the fellowing on | | 40 |
| 1. | | er any five of the following que s Entrepreneurship? | estions: | 10 |
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| 2. | State any two qualities of entrepreneur. |
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| | Add to the state of the state o |
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| | |
| 3. | Define Culture. |
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| | |
| 4. | State any two conditions for successful growth of entrepreneurship. |
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| | |
| 5. | Define innovation. |
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| 6. | State any two advantages of functional structure | e. ** | | ¥ | | # P |
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| | 8. | | | 2 2 | # E | |
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| | | • | 90 | | | |
| 7. | Define Matrix structure. | | € ⊕ | | | 9 |
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| в. | Define corporate entrepreneur. | | | - | | |
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| | | | | | | |
| 3 1. | Answer the following (Any two out of three) Explain various types of entrepreneurs. | | | | | 2 |
| 2. 3. | What steps are required to change entrepreneur Explain the theories of entrepreneurship. | rial culture? | | | | |

27-11-2019





PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057 CLASS TEST

Class: M.Com.: Part II – Semester III
Sub: HUMAN RESOURCE MANAGEMENT

| | Date: | | Max Marks: 40 | | Time: 1 ½ hours |
|----------------------------|-------------------------|--------------------|------------------------|-------------------------|-----------------|
| Supervisor's Sign& Date | , 42 m , 42 m | TA THE | Seat No. in Figures | | :H |
| | 12 | | A | | |
| Marks in Figu | Q:1 Q:2 Q:3 Total | in Words | | Sign of the Examiner —— | |
| Instructions: | (1) All questions are | compulsory. | | | |
| | (2) Figures to the rig | ht indicate full m | arks. | | |
| | (3) Question No.1 ar | nd 2 to be solved | on the Question Pape | er itself. | |
| | | | , | | |
| Q:1 A. Fi | ll in the blanks with r | ight options (An | y 5): | | 05 |
| 1. | Procurement is an | f | function of the Human | n resource manag | gement. |
| | a) Managerial | | b) Operative | | |
| | c) Distribution | | d) All of these | ; | |
| sa: 2 , | The | of the organis | sation influence Hum | an Resource Plan | nnina |
| Ã0 | a) Expansion plan | or the organic | b) Attrition pl | | inning. |
| | c) Both (Expansion a | nd Attrition) | d) None of the | | |
| | | | | | |
| 3. | Traditional HRM Fo | llowed the Promo | | | ·· |
| 14 P | a) Health | | b) Relationshi | | |
| | c) Seniority | | d) All of these | ; | |
| 4. | Managing | is a new ro | ole of Human Resource | re Manager | |
| | a) Downsizing | 25 4 110 11 10 | b) Welfare | ivianager. | |
| | c) Millennials | | d) All of these | ; | |
| - | T_1. | C.1 | | | |
| 5. | Job a) Summary | of the emplo | | b Description. | |
| | c) Elimination | | b) Belief | | 2 |
| | C) Emmation | | d) None of the | Se | |
| 6. | In online selection pr | ocess | help to check ch | aracter of the car | ndidate. |
| | a) Online | | b) Computers | | |
| | c) Reference | | d) All of these | | |

| | 7. | factor affects re | cruitment process. | | | |
|-----------|--------------|--|--|----------------------------|------------|----------|
| | | a) Raw material | FRANK ADV | b) Technology | | |
| 3 | • | c) Labour market | 7807.22 | d) None of these | | <u>x</u> |
| | 8. | is one o | f the Management De | evelopment Techniques. | | |
| | | a) Mentoring | A CONTRACTOR OF THE PARTY OF TH | b) Conference | | |
| | | c) e-Learning | | d) All of these | | |
| Q:1 | B. Sta 1. | ate whether the following Strategic HRM is simp | | | | 05 |
| | 2. | HRIS is an integration | of Human Recruitme | ent & Information Systems | (IS). | |
| | 3. | HRM brings short term | benefits to the empl | oyees. | | |
| | 4. | Traditional HRM is a p | roactive approach of | managing the human reso | urces. | |
| | 5. | Selection follows recru | itment. | | | |
| | 6. | HR planning can provi | de better solution for | HR Shortage. | | |
| | 7. | Competition in the indu | astry affects the recr | uitment process. | | |
| | 8. | Recruitment agencies a | re given guarantee to | the job seeker for good en | mployment. | |
| Q:2 1. | | er in one or two sentence gic HRM | es (Any 05): | | | 10 |
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| Human resource (HR) managers | | (2) | | | |
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| Human Resource Programme | | | | | |
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| (Any two out of three): | |

- Answer the following (Any two out of the
 Explain the structure of HRM department.
- Describe the changing role of HR manager.What are the techniques used by HR manager under MDP?

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PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057 CLASS TEST

Class: M.Com.: Part II – Semester III
Sub: MARKETING STRATEGIES AND PRACTICES

| C | Date: | N | Max Marks: 40 | Time: 90 n | ninutes |
|----------------------------|------------------------------------|----------------------|------------------------|-----------------------------|---------|
| Supervisor's Sign& Date | Q A SH A | | eat No. in Figures | | ** |
| | | | n words | | |
| Marks in Figu | Q:1 Q:2 Q:3 Total | in Words | | Sign of the Examiner | |
| Instructions: | : (1) All questions are | compulsory. | | | |
| | (2) Figures to the rig | ght indicate full ma | ırks. | | |
| | (3) Question No.1 a | nd 2 to be solved o | n the Question Pape | er itself. | |
| Q:1 A. Fi | ill in the blanks with r | right options (Any | 5): | | 05 |
| 1. | | | ong term objectives o | f a firm. | |
| | a) Policy | | b) Strategy | | |
| | c) Procedure | | d) Rule | | |
| 2. | The Marketing conce | pt emerged in | · | | |
| | a) 1830s | | b) 1930s | | |
| | c) 1960s | | d) 1970s | | |
| 3. | marke | ting strategy adopts | one to one marketing | g. | |
| | a) Concentration | | b) Cause | | |
| ē | c) Customised | * | d) Data- based | at/ | L |
| 4. | is basis us | es for market segme | ntation. | | 92 |
| | a) Demographic | | b) Sociographi | С | |
| | c) Behavioural | | d) All the abov | re | |
| 5. | | ed a model consistin | ng of five competitive | forces. | |
| | a) Philip Kotler | | b) Marian Wo | | |
| | c) Michael Porter | | d) Robert Keitl | h | |
| 6. | The three additional | P's of marketing r | mix in case of produ | uct are Pace, Packaging and | |
| 3 | a) Promotion | | b) People | | |
| | c) Positioning | | d) Place | | لــــا |

| e 6 | 7. | When product perfe | ormance exceeds very much more than expectations, the customer is | | |
|------------|--------|--|--|----|--|
| | 3° | a) Satisfied | b) Astonished | | |
| | | c) Delighted | d) None of the above | | |
| | 8. | refers to the | e speed at which marketing decisions and actions are taken. | | |
| | | a) Pace | b) Place | 1 | |
| | | c) Packaging | d) Planet | | |
| Q:1 B | 3. Sta | te whether the follo | owing statements are True or False (Any 05): | 05 | |
| | 1. | | focuses on issues like customer loyalty, customer satisfaction, market | 11 | |
| | 2. | Threat of new entra | nts is possible in a profitable and growing industry. | | |
| | 3. | Digital Marketing has small market segment. | | | |
| | 4. | The mission statement contains the philosophy of the top management of the firm. | | | |
| | 5. | Analysis of the marketing opportunities starts with SWOT Analysis. | | | |
| | 6. | Pricing involves pull | and push strategies. | | |
| | 7. | The concept of SBU | was developed by General Electric Company USA. | | |
| | 8. | Strengths are favou firm. | rable circumstances which the external environment provides to the | | |
| | | r in one or two sent | tences (Any 05): | 10 | |
| 1. Bra | and E | quity | transfer of the | | |
| 3. | | | | | |
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| Green Marketing Strategy | , | | | |
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| Green Marketing Strategy Triple bottom line | | | | * |
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| Marketing Mix | | 27 | |
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- Q:3 Answer the following (Any two out of three):
 - 1. Comment on the future of marketing.
 - 2. What are the essentials of an effective marketing plan?
 - 3. Discuss the importance of marketing mix.